

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/JAN. 29, 1962

1962

january

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december

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 26, 1962</u>			
Friday	"FASHIONS ON THE	ROBERT LEADER;	HOTEL DRAKE
Jan. 26	AVENUE"--SHOW	J. DIAMOND FURS	MON PLAISIR
5:30 P.M.-	"After One"--showing of Robert Leader's fashions and accessories. Furs--		
6:30 P.M.	J. Diamond. Coiffures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix.		
Cocktails	No minimum. Also showing Sunday, Jan. 28 from 1:00 P.M.-3:00 P.M. (Brunch)		
	Reservations--\$4.50; contact: Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.		

Saturday	BRIDAL FASHIONS AND	ABRAHAM & STRAUS	4TH FLOOR
Jan. 27	TEA FOR CUSTOMERS		RESTAURANT
3:00 P.M.	Spring and Summer bridal fashion show at tea, for customers. Tickets: \$1.00. Publicity: Eileen Goldberg, TR. 5-7200 or TR. 5-0195.		

Sunday	CRUISE AND SPRING	RUDOLF GOWNS, INC.	HAMPSHIRE HOUSE
Jan. 28	FASHIONS AT BRUNCH	(530 SEVENTH AVENUE)	FOUNTAIN ROOM
12:30 P.M.	Cruise and Spring fashions by Rudolf. Coiffures--Tony Migliaro. Shoes--		
Brunch	Ferragamo. Gloves--Kislav. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Assoc., 117 E. 37th St., MU. 9-8542.		

Jan. 28 BRUNCH SHOWING OF FASHIONS AT HOTEL DRAKE, 1:00 P.M. (See above)

WEEK BEGINNING MONDAY, JANUARY 29, 1962

✓ Beginning	OPENING: SPRING-	ULLA	1384 BROADWAY
Monday	SUMMER COLLECTION		SHOWROOM - 18TH FLOOR
Jan. 29	Stretch knit separates and active sportswear, designed by Vicki Cooper. Continuous showings. Contact: Ceil Fischer, BR. 9-9076.		

✓ Tuesday	PREMIERE: ITALIAN	VIA VENETO 7--	550 SEVENTH AVENUE
Jan. 30	BOUTIQUE FASHIONS	GINO PAOLI	SHOWROOM - 18TH FLOOR
9:00 A.M.	Via Veneto 7, new Italian boutique firm of Gino Paoli, will present Fall-		
Breakfast	Winter fashions, designed by Pino Lancetti and Chiara Ghigi. <u>Showing at 9:30 A.M.</u> By invitation. Contact: Edith K. Brown, BR. 9-0925.		

✓ Beginning	OPENING OF SUMMER	CABANA	1410 BROADWAY
Tuesday	COLLECTION		SHOWROOM - 17TH FLOOR
Jan. 30	Cabana's Summer collection of bathing suits, dresses, playclothes, designed by Pembroke Squires at continuous daily showings. Contact: WI. 7-0326. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.		

Jan. 31 MACY'S RELEASE DATE -- International Silk Promotion. (No Show)

Wednesday	PRESS PREVIEW: NEW	GIMBELS	BRIDAL SALON
Jan. 31	COAT & SUIT FASHIONS		4TH FLOOR
10:00 A.M.	Introducing new concept in Spring coats and suits. By invitation.		
Coffee	Publicity: Margot Infantino, LO. 4-3300.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 1 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ITALIAN SHOES Ohrbach's will present their Spring collection of Finezza handmade Italian shoes. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR
Thursday Feb. 1 3:30 P.M.	PREVIEW OF SUMMER COLLECTION By invitation. Beginning Tues., Feb. 6, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Thursday Feb. 1	SHOWING OF SUMMER COLLECTION Continuous daily showings of Rona's Summer collection. Contact: CH.4-3872.	RONA DRESS CO.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Friday Feb. 2 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Preview of Summer cocktail and evening fashions, designed by George Nardiello. By invitation. Continuous daily thereafter. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday Feb. 2 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Late day and formal fashions for press and buyers. By invitation. Continuous showings daily thereafter. Contact: Jack Sulzer, WI. 7-9470. Publicity: Margaret Hodge, LT. 1-3260.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Sunday Feb. 4- Feb. 15	OPENING OF CALIFORNIA SUMMER COLLECTION Monica-Ernst Strauss, Inc. will present their Summer collection. By appointment. Calif. address: 9024 Burton Way, Beverly Hills, TRemont 8-0540. Contact: Gene Roberts, CI. 7-2200.	MONICA- ERNST STRAUSS, INC.	HOTEL GOTHAM
Monday Feb. 5 10:30 A.M.; 11:30 A.M.	OPENING OF SUMMER COLLECTIONS Showings Monday, Tuesday, Wednesday--Leonard Arkin at 10:30 A.M.; Andrew Arkin at 11:30 A.M. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 5 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. By invitation; also Feb. 13 and 15 at 9:30 A.M. By appointment. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Feb. 5 11:30 A.M.	OPENING: SUMMER COTTON FASHIONS Arthur Jablow's Summer cotton collection, designed by David Kidd. Informal showings daily at 11:30. By appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Feb. 5 2:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Showings Feb. 5, 12, and 14 at 2:15 P.M. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 5	OPENING OF SUMMER COLLECTION By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 5 4:00 P.M. Cocktails	SUMMER FASHIONS, NEW HAIRCOLORING & COIFS Preview of Junior Accent and Petite Accent Summer fashions, designed by Frank Adams, and premiere showing of haircoloring for the younger woman, by Clairol--Sparkling Color Hair Color Lotion. New Summer hair fashions by Mr. Raymond (London) and leading N.Y. stylists. By invitation. Additional showing by Junior Accent at showroom, 498 Seventh Ave., <u>Wed., Feb. 7 at 11:00 A.M.</u> By appointment. Contact: LO. 4-1434. Clairol Publicity: Terry Grimes Russell, PL. 7-4300.	JUNIOR ACCENT; & CLAIROL, INC.	ST. REGIS HOTEL ROOF
Beginning Monday Feb. 5	SUMMER & TRANSITIONAL COLLECTION Informal showings of deep Summer and Transitional collection. By appointment, for press and buyers. Contact: Mrs. Claire DeKupsa, BR. 9-1972.	WHITE STAG MFG. CO.	1407 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Monday Feb. 5	OPENING OF SUMMER SPORTSWEAR COLLECTION Continuous daily showings of Anne Fogarty's Summer sportswear and separates collection. Contact: Bette Estes, LA. 4-4671.	ANNE FOGARTY-- "SPORTS EDITIONS, INC."	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Feb. 5	OPENING: SUMMER DRESS COLLECTION Klein & Blaikie's Summer dress collection at continuous daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN & BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Feb. 5	OPENING: SUMMER COUTURE FASHIONS Summer collection of imported print silks for daytime and solid and print chiffons for cocktail wear. Contact: Norma Bell, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Beginning Monday Feb. 5	OPENING OF SUMMER COLLECTION Continuous daily showings of Summer dresses and ensembles. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Feb. 5- Feb. 21	OPENING: SUMMER CALIFORNIA FASHIONS Wayne Fuller will present his Summer collection of daytime and country club dresses. Contact: Dick Steiner, 122 E. 7th St., Los Angeles, MA. 7-5461; beginning Feb. 5 in New York, EL. 5-2600.	WAYNE FULLER, INC. (LOS ANGELES)	SAVOY-HILTON HOTEL
Monday Feb. 5- Feb. 28	OPENING OF SUMMER COLLECTION Showing of Summer daytime, cocktail and evening fashions, designed by Rivero y Mojena. Contact: Mrs. Esther Rodriguez, 1655 No. Miami Ave., Miami, Fla.; after Feb. 5, EL. 5-2600. Publicity: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	RIVERO Y MOJENA (MIAMI, FLA.)	SAVOY-HILTON HOTEL
Beginning Tuesday Feb. 6	OPENING: SUMMER COLLECTION Designed by Lee Evans. By appointment. Contact: LO. 5-5000.	PARADE DRESS CO.	1400 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER DRESS COLLECTION Informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR

READY-TO-WEAR TIME TABLE, WEEK OF FEBRUARY 5

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
 For more details, refer to specific listings in current and previous issues.

	<u>MONDAY, FEB. 5</u>	<u>TUESDAY, FEB. 6</u>	<u>WEDNESDAY, FEB. 7</u>	<u>THURSDAY, FEB. 8</u>
9:00			Milliken Woolens	
10:00		Ben Reig(O)	Ben Reig Adele Simpson(O)	Adele Simpson
10:30	Leonard Arkin(O)	Leonard Arkin Herbert Sondheim(O) Pattullo-Copeland(O)	Leonard Arkin Herbert Sondheim Pattullo-Copeland Rudolf(O)	Herbert Sondheim *Pattullo-Copeland *Jane Derby(O) *Edward Abbott(O)
	David Crystal	David Crystal	David Crystal	David Crystal
11:00	Modern Couture H. Barbieri(P)	Arkay Junior(O)	Junior Accent; Petite Accent	Wragge(P) <u>Friday, Feb. 9</u>
11:30	Arthur Jablow(O) Andrew Arkin(O)	Arthur Jablow Andrew Arkin Heiser-Stone(P)	Arthur Jablow Andrew Arkin	*Arthur Jablow Abe Schrader(P)
12:00		Estevez(O)	Estevez	*Estevez Alison(O) Harold Levine(O) Mollie Parnes(O)
1:00		Jr.Sophisticates(O) Hannah Troy(O) Mr. Mort(O)	Jr.Sophisticates Hannah Troy Mr. Mort	Jr.Sophisticates Hannah Troy Harvey Berin(O)
1:15			Nat Kaplan(O)	Gothe(O) Cassini(O) <u>Fri.</u>
1:30				Highlight(O) <u>Fri.</u>
2:00		Rappi(O)	Rappi Mam'selle(P)	Rappi Mam'selle
2:15	Paul Parnes(O)			
2:30		Maurice Rentner(O) Jamison(O)	Jamison Christian Dior- New York(O)	Maurice Rentner Jamison Ceil Chapman(O) Ira Rentner(O) Martini Designed- Miss Martini(P) Larry Aldrich(O) Mademoiselle Ricci- Cole-Mort(P) Majestic(P) Branell(O)
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DATE WHAT'S GOING ON GIVEN BY WHERE

READY-TO-WEAR TIME TABLE (continued from page 4)

	<u>MONDAY, FEB. 5</u>	<u>TUESDAY, FEB. 6</u>	<u>WEDNESDAY, FEB. 7</u>	<u>THURSDAY, FEB. 8</u>
3:30		Eric Lund(P)		
4:00	Junior Accent; Petite Accent(P)	Harmay(O) Milliken Woolens(P) McMullen(P) Andrea A(P) David Hart(O)	Frank Starr(O) Max Lawrence(P) Robert Sloan(O)	Harmay *Milliken Woolens Samuel Winston(O) Townley(O) <u>Fri.</u>

Tuesday Feb. 6 OPENING: SUMMER COLLECTION HERBERT SONDHEIM, INC. 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
10:30 A.M. Herbert Sondheim's Summer collection designed by Sara Ripault. Thereafter Feb. 7, 8, 13, 14, 15. By appointment. Contact: LA. 4-7540.
Publicity: Barbara Kling, PL. 3-1709.

Tuesday Feb. 6 OPENING OF SUMMER COLLECTION PATTULLO- 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
10:30 A.M. Thereafter, daily showings at 10:30, except Monday. Contact: LO. 3-5650.

Tuesday Feb. 6 OPENING: SUMMER JUNIOR DRESSES ARKAY JUNIOR 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
11:00 A.M. Showings Feb. 6 and 13 at 11:00. Contact: LO. 5-2626.

Tuesday Feb. 6 PREVIEW OF SUMMER SPORTSWEAR COLLECTION HEISER-STONE, INC. 550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
11:30 A.M. Heiser-Stone will present their Summer collection of dresses and playclothes, designed by Silvano of Roma. By invitation. Continuous thereafter. Contact: LO. 3-1534.

Tuesday Feb. 6 OPENING OF SUMMER COLLECTION ESTEVEZ, INC. 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
12:00 Noon Showings Feb. 6 - 9; 12 - 15; 19 - 22. By appointment. (Press Preview, Tues., Feb. 13 at 12:00 Noon.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.

Tuesday Feb. 6-7 OPENING: SUMMER DRESS COLLECTION MR. MORT 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
1:00 P.M. The Mr. Mort Summer dress collection, designed by Stanley Herman; also petite junior collection. By admission card only. Contact: Grace Alpern, OX. 5-4760.

Tuesday Feb. 6 OPENING: SUMMER COLLECTION HANNAH TROY, INC. 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
1:00 P.M. Showing of Hannah Troy's Summer collection on Feb. 6, 7, 8, 13, 14, 15, 20, 21 at 1:00 P.M. Contact: Lee Lerner, LO. 3-0988.

Tuesday Feb. 6 OPENING OF SUMMER JUNIOR COLLECTION JUNIOR SOPHISTICATES 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
1:00 P.M. Fashions by Anne Klein, daily except Fri. Contact: LO. 4-0462.

Tuesday Feb. 6 OPENING OF SUMMER COLLECTION RAPPI, INC. 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
2:00 P.M. Showings at 2:00 P.M., Feb. 6, 7, 8, 13, 14, 15. Contact: LO. 5-2626. -5-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 6 2:30 P.M.	SUMMER OPENING DRESS COLLECTION Showings Feb. 6, 8, 13, 15, 20, 27 at 2:30 P.M. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR By reservation.
Tuesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection designed by Peggy Thayer. By invitation. <u>Thereafter</u> Tues., Wed., Thurs., through Feb. 21 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 6 3:30 P.M.	PREVIEW: COUTURE SUMMER COLLECTION Preview of Couture daytime, evening dresses and suits, designed by Eric Lund. For press and buyers, by invitation. Daily thereafter by appoint- ment. Contact: Cathie Linton, WI. 7-1076.	ERIC LUND	491 SEVENTH AVENUE DESIGN STUDIO-23RD FL.
Tuesday Feb. 6 4:00 P.M.	PRESS PREVIEW OF FALL 1962 FABRICS Showings Feb. 6, 8, 9 at 4:00 P.M.; also Feb. 7 at 9:00 A.M. For manu- facturers, designers, press, fashion coordinators and retailers. (Re- freshments will be served half hour before showings.) By admission card only. Publicity: Claudette Rose, OX. 5-1200.	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 6 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Dresses, coordinates and handknits. By invitation. Contact: OX. 5-4270.	McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 6 4:00 P.M.	OPENING OF SUMMER COLLECTION David Hart's Summer collection of afternoon and cocktail dresses at 4:00. Also, Feb. 13, 14 at 10:30 A.M. By reservation. Contact: OX. 5-2910.	DAVID HART, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 6 4:00 P.M.	OPENING OF NEW DRESS COLLECTION Summer misses dresses by Andrea A., new division of the Arkins. Showing also, <u>Feb. 12, 14 at 3:00 P.M.</u> Contact: WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 6 4:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 4:00 P.M., Feb. 6, 8, 12, 14. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER COLLECTION Continuous showings of cashmere coordinates and boutique separates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER JUNIOR COLLECTION Summer dresses and sportswear at informal showings. By appointment. Contact: Audrey Brock. OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday Feb. 7 10:00 A.M.	OPENING OF SUMMER COLLECTION Trade showings at 10:00 A.M., Feb. 7, 8, 13, 15, 21. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30, Feb. 7, 13, 15, 19, 21.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: WI. 7-6865.
Wednesday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter Feb. 12, 15, and 19 at 1:15. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 7- Feb. 8 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION Junior fashions designed by Betty Carol. Also, Feb. 8, 14, and 15 at 2:00 P.M. By invitation and reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection at 2:30, Feb. 7 and 14. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 7 4:00 P.M.	OPENING OF SUMMER COLLECTION Robert Sloan's collection of sportswear, separates, dresses and play-clothes, designed by Sylvia de Gay. By invitation. Continuous daily thereafter. Publ.: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Feb. 7 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Max Lawrence preview of Summer dresses and costumes, designed by Walter Gerson. For press and buyers, by invitation. Continuous daily thereafter. Contact: Lou Burrell, WI. 7-2055.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 7 4:00 P.M. Cocktails	OPENING OF SUMMER COLLECTION Summer collection, designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter Feb. 13, 14, 15, 20 at 4:00 P.M. By reservation. Contact: Marion Auley, LA. 4-7690.	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30 A.M., Feb. 8, 9, 13, 15. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection designed by Wilson Folmar, Feb. 8, 9, 13, 14, 15 at 10:30 A.M. By appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Feb. 8 11:30 A.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION Preview at 11:30 A.M., by invitation. Thereafter Feb. 13, 14, 15 at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8 12:00 Noon Luncheon	OPENING & PREMIERE: SUMMER COLLECTION Harold Levine's Summer collection, designed by Don Breitinger; also premiere showing of a group of dresses and costumes for the "Petite" customer. Also Feb. 13 and 15 at 12:00 Noon (Luncheon). By invitation and reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Mollie Parnis' Summer collection, Feb. 8, 9, 13, 15 at 12:00 Noon. By appointment. Contact: Lou Scobell, BR. 9-5012. Publicity: Eleanor Lambert, MU. 8-2130.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Dresses and costumes, designed by Betty Goodwin, Feb. 8, 13, 15, 20 at 12:00 Noon. By appointment. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Feb. 8 1:00 P.M.	OPENING: SUMMER COLLECTION Showings at 1:00 P.M., Feb. 8, 12, 13, 14, 15, 20, 21, 27. By reservation. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings at 2:30, Feb. 8, 13, 14, 15, 20, 21. By reservation. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Feb. 8 2:30 P.M.	PREVIEW: SYLVAN RICH AND JERRY PARNIS Summer collections by Sylvan Rich for Martini and Jerry Parnis for Miss Martini. Showings <u>Feb. 8, 12, 13, 15 at 2:30 P.M.</u> Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 8 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview for press and buying offices of color-coordinated separates. By invitation. Continuous thereafter. Contact: Viola Beecher, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of petite dresses, suits and costumes, Feb. 8, 13, 14, 15, 20 at 2:30 P.M. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Feb. 8 4:00 P.M.	PREMIERE SHOWING OF PARIS COLLECTION Cole-Mort announces the Mademoiselle Ricci premiere Summer collection, designed in Paris by Jules Francois Crahay of Nina Ricci. One formal showing only. By invitation. Contact: Rhoda Marcus, OX. 5-4760.	MADemoisELLE RICCI COLE-MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Thursday Feb. 8	OPENING OF SUMMER COLLECTION Daytime and evening Summer collection, designed by Angela. Informal showings beginning Feb. 8, by appointment. Contact: JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 8	OPENING OF SUMMER COLLECTION Continuous showings of Summer collection. By appointment. Contact: Mr. Sackin, BR. 9-8395.	KASPER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Thursday Feb. 8	OPENING: SUMMER DRESS COLLECTION Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Feb. 9	SAKS FIFTH AVENUE RELEASE DATE--Children's dresses by Helen Lee. (No Show)		
Friday Feb. 9 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Wragge's Summer collection. Thereafter Feb. 13, 14, 20 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 9 1:15 P.M.	OPENING: SUMMER COLLECTION Also at 1:15, Feb. 13, 14, 15. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings at 2:30 P.M., Feb. 9, 13, 14, 15, 20, 21. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Feb. 12 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings at 1:00 P.M., Feb. 12, 13, 14, 19, 20, 26. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Feb. 12 2:30 P.M.	PREMIERE SHOWING OF PETITE COLLECTION "A Star is Born"--premiere showing of Estevez' Petite collection for Summer, designed by Luis Estevez. Also, Feb. 13 and 15 at 2:30 P.M. By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ PETITE	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Feb. 12 3:00 P.M. Cocktails	PRESS PREVIEW: NEW JAYMOUR COLLECTION Seymour Jacobson will present his new Jaymour collection for press and buyers. By invitation. Showings thereafter Feb. 13, 14, 15, 19, 20, 21, and 22 at 10:30 A.M. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Feb. 12 4:00 P.M.	OPENING OF SUMMER COLLECTION William Fox Summer collection, designed by Louise Armour, Feb. 12, 13, 14, 15, 19, 20, 21, 27 at 4:00 P.M. Contact: CH. 4-7940.	WILLIAM FOX, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Feb. 12 4:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Scaasi's collection for Summer. By invitation. Contact: Pearl Newman, OX. 5-8130. Publicity: Ruth Hammer Assoc., EL. 5-7872.	SCAASI	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Feb. 12	OPENING OF SUMMER COLLECTION Informal showings of Vera Maxwell's Summer collection. By appointment. Contact: Harold Queler, LO. 3-4358. Publ.: Judith Morell, LO. 3-4358.	VERA MAXWELL ORIGINAL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 12	SHOWING OF SUMMER COLLECTION Continuous showings of Summer sportswear, dresses and separates by Polly Hornburg for Calypso. Contact: Virginia Krementz, PL. 3-4464; or PL. 3-3500, Ext. 203.	POLLY HORNBURG FOR CALYPSO-BERMUDA	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Beginning Monday Feb. 12	OPENING OF SUMMER COLLECTION Continuous daily showings of Summer collection designed by Raymond McCorry; also special group designed by Bob Bugnand. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 13 8:30 A.M. Breakfast	TROY MILLS NEW FABRICS MADE WITH CRESLAN Showing of especially designed sportswear for women, children and men's wear, styled with a group of new fabrics by Troy Mills, featuring Creslan acrylic fiber. Show at 9:00 A.M. By invitation. Contact: Dorothy Ashton at Sally Dickson Assoc., 10 E. 49 St., PL. 3-7385.	AMERICAN CYANAMID CO.	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 13 11:00 A.M. Aperitif.	PREVIEW OF FALL KNIT COLLECTION Knit ensembles and dresses in silk and wool for Fall. Showing at 11:30 A.M. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	KORRIGAN LESUR-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Feb. 13 11:30 A.M.	OPENING OF SUMMER COLLECTION Designed by Dorothy Farbo. Thereafter Feb. 13, 14, 15, 19, 21 at 11:30. By appointment. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 13 12:00 Noon	OPENING OF SUMMER COLLECTION Summer dresses and costumes, designed by John Moore, at 12:00 Noon, Feb. 13, 15, 20. Contact: Don Koniak, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Feb. 13	ESTEVEZ PRESS PREVIEW: SUMMER COLLECTION AT 12:00 NOON (See Pg. 5).		
Tuesday Feb. 13 2:30 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 13, 15, 20, 27 at 2:30; and Feb. 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 13 2:30 P.M.	OPENING OF SUMMER COLLECTION One showing only of Rembrandt's Summer collection. By invitation. Continuous thereafter. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 13 6:00 P.M. Cocktails	PREMIERE SHOWING FOR THE PRESS Press preview of Anne Fogarty's Summer dresses and costumes. By invitation. Showings at 3:00 P.M., Feb. 14, 15, 19, 20. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Tuesday Feb. 13	OPENING: SUMMER JUNIOR COLLECTION Summer junior fashions, designed by Frances Prisco. Continuous daily. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 13	OPENING: SUMMER DRESS COLLECTION Continuous showings of Summer dress collection, designed by Shannon Rodgers. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 14 9:00 A.M.- 11:30 A.M. Breakfast	INTRODUCTION OF NEW PRODUCT Singer Sewing Machine Co. will introduce and demonstrate a new product at breakfast showing (9:00 A.M. to 11:30 A.M.) For the press by invita- tion. Contact: Jack Lauder, MU. 9-5000, Ext. 8379.	SINGER SEWING MACHINE COMPANY	OVERSEAS PRESS CLUB 54 W. 40 ST.(3RD FL.)
Wednesday Feb. 14 12:00 Noon Luncheon	BEAUTY AND FASHION LUNCHEON MEETING "Listen to Young America...The New Voice in Beauty and Fashion"-- Cosmetic Reports: Kay Corinth and Bruce Clerke. Fashion Commentary: Kathleen Casey. Chmn.--Cosmetic: Margaret Bickel and Helen Van Slyke; Fashion: Kathleen Casey and Petie Hoving. Prices: \$8.00, members; \$12.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Feb. 14 2:30 P.M.	PREVIEW: SPRING- SUMMER COLLECTION Eleanora Garnett's Spring-Summer custom-made and ready-to-wear collection. For press and customers, by invitation. Contact: Helen Davis, EL. 5-5275. Publicity: Virginia Dickson, PL. 5-1109.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Feb. 15 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order collection at a preview for press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Thursday Feb. 15 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS Daytime, cocktail and evening fashions for press and buyers. Daily there- after at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 15 4:00 P.M. Champagne	OPENING: SUMMER COUTURE FASHIONS Daytime, cocktail and evening fashions, designed by Pepe Fernandez. By invitation. Thereafter by appointment. Contact: Mrs. Sylvia Fernandez or Miss Justo, PL. 2-0712. Publicity: Essie Pinsker, WI. 7-4591.	PEPE FERNANDEZ	211 EAST 53RD STREET SALON - 7TH FLOOR
Beginning Thursday Feb. 15	SHOWING: SUMMER ITALIAN FASHIONS Camisene's (Firenze) Summer active and spectator sportswear collection, spectator beachwear; also Avon's knitwear. Continuous daily showings. Contact: Lillian Frank, PL. 5-4592 or PL. 3-3500, Ext. 212.	CAMISENE; AVON (P. CELLI)	LILLIAN FRANK 42 W. 58TH ST., RM. 212
Beginning Monday Feb. 19	OPENING: SUMMER COTTON COLLECTION Continuous daily showings of Milarre's Summer cotton collection. Contact: Milton Lichtstein, WI. 7-7787.	MILARRE ORIGINALS	1400 BROADWAY SHOWROOM - 9TH FLOOR
Tuesday Feb. 20 3:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Baroness Radvanszky will preview her collection of Spring custom millinery to the press. By invitation. Publ.: Rasponi Assoc., TE. 8-8171.	BARONESS RADVANSZKY	957 MADISON (75TH ST.) SALON

